

Money Market Case Study

Goal: Increase core deposits.

Strategy: Increase deposits through money market accounts. Target existing money market customers with offer to increase balance and approach existing customers with high deposit balances with an offer to open a new account.

MONEY MARKET - SPRING	
Total Mailed: 28,010	New Accounts: 430 (1.54%)
Total Deposits: \$9,967,977	

Similar Package:

March 2, 2001

Mr. Wood/Car A. Sample
56 Main Street
Edgington, CT 06029-2115
[Illegible address line]

Dear Mr. Sample:

Want to earn a great rate on your money... without giving it up? Now you can! Take advantage of Provident Bank's new Money Market offer.

Just open a Provident Premium Money Market Account with \$10,000 or more in "New Money" by April 13, 2001 and you will earn an Annual Percentage Yield (APY) of 5.20% until July 1, 2001. That's like getting 13 weeks without making a long-term commitment!

Provident's Premium Money Market Account provides these great benefits:

- **5.20% Special Bonus APY** guaranteed until July 1, 2001 with your "New Money" deposit!
- **No Risk!** Provident is a strong, local bank and each depositor is FDIC insured up to \$100,000 and certain FDIC products are insured up to \$250,000.
- **Flexibility & Liquidity!** You can deposit or withdraw funds in any amount, at any time, and without a 30-day notice period.
- **FREE ATM CARD!** Get a FREE Provident ATM card and have easy access!

To open this opportunity to earn a great rate on your money, just bring the New Account coupon below to any Provident office or complete and mail the coupon back to us by April 13, 2001. If you have any questions or would like to learn more by opening your account by phone, please call us at 1-888-1TOP-BANK (1-888-847-2269). We will make it very easy for you to open a new account and look forward to helping you grow.

Sincerely,
Chad Baker
Chad Baker
Branch Manager
Provident Bank

P.S. This offer is an award, consideration is based on how long you keep your money in Provident! See terms and conditions for details. Offer expires April 13, 2001.

Member FDIC Equal Housing Lender

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Edgington, CT 06029-2115
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Address Service Requested

Earn a Great Rate On Your Money!

Mr. Wood/Car A. Sample
56 Main Street
Edgington, CT 06029-2115
[Illegible address line]

BUSINESS REPLY MAIL
FIRST CLASS MAIL PERMIT NO. 1076 BALTIMORE, MD
POSTAGE WILL BE PAID BY ADDRESSEE

NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES

PROVIDENT BANK
MONEY MARKET OFFER
MAIL CODE 155
75 W AMBASSADOR ROAD
BALTIMORE MD 21244-9900

BONUS COUPON
INCREASE YOUR BALANCE
INCREASE YOUR YIELD

Yes, I will send \$10,000 or more to my new Money Market Account and receive a 5.20% APY that is guaranteed until July 1, 2001.

How many deposit of \$ _____
Check # _____

1-888-1TOP-BANK
1-888-847-2269
www.provident.com

NEW ACCOUNT COUPON

How many deposit of \$ _____
Check # _____

Yes, I will send \$10,000 or more to my new Money Market Account and receive a 5.20% APY that is guaranteed until July 1, 2001.

Yes, I will send the ATE to my existing account.

1-888-1TOP-BANK
1-888-847-2269
www.provident.com